LEVERAGING THE PATIENT JOURNEY FOR LAUNCH SUCCESS:

ALIGNING CUSTOMER FACING TEAMS TO ENSURE AN OPTIMAL PATIENT EXPERIENCE



PATIENT JOURNEY-ALIGNED CUSTOMER ENGAGEMENT

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- Aligning customer engagement strategies is essential for the successful launch of rare disease products in Life Science Organizations
- This alignment ensures a patient-centric approach, enhances communication & collaboration between stakeholders, facilitates regulatory compliance, builds trust & relationships, optimizes resource utilization, ultimately accelerating access to treatment for patients
- The holistic and coordinated approach provided by **Phraktion Associates** will enable your Organization to navigate the unique challenges associated with rare diseases and achieving better patient outcomes



A TYPICAL PATIENT JOURNEY IN RARE DISEASES IS OFTEN COMPLEX, INVOLVING A NUMBER OF STAKEHOLDERS NEEDING TO BE MANAGED ACROSS PRE-LAUNCH THROUGH TO COMMERCIALIZATION

PATIENT PRESENTATION & DIAGNOSIS TREATMENT EXPERIENCE **ONGOING MONITORING JOURNEY** Disease progression · Standard of care Disease education Innovative Patient app · Review at country level **Epidemiology** & patient screening business models Homecare National and regional Patient flow / High risk Screening processes Horizon scanning Nurse support **INSIGHTS** guidelines / frameworks for whole family patients Access & MDT Points of intervention / Reimbursement treatments • Competitive Insights Led Led by MSL and Led by Medical Led by Market Access • Led by Franchise Head by Franchise Head Patient Engagement Affairs Insights by Franchise and KAM **CONSIDERATIONS** (Business) & Medical Insights by Market Head and KAM Leads Technical and scientific FOR LAUNCH PLANNING Insights by MSL & Patient Access Evidence supported support by MSL **Engagement Leads** by Medical Affairs

PHARMA LAUNCH PLANNING NEEDS TO MAP ACROSS THE PATIENT EXPERIENCE AND WORK IN **CROSS-FUNCTIONAL**COLLABORATION: PATIENT ENGAGEMENT — MSL— MARKET ACCESS — COMMERCIAL

Small and mid-size patient-centric organizations need to systematically ensure their patient and customer-facing teams remain aligned with the patient journey to guarantee the fastest and most effective access to treatment.

CO-CREATE WITH YOUR ORGANIZATION

• We co-create Customer Engagement plans with assigned and accountable owners with KPIs to drive performance, by defining and implementing the relevant, flexible business processes and tools.

WHAT WE OFFER

We engage with all the patient and customer-facing teams to establish
a dynamic and compliant framework that enhances cross-functional
collaboration, with strategies and tactics for each patient segment, in
accordance with your omnichannel environment.

TIMEFRAME AND COSTS

• 4-6 months/USD €75-€100K

ENSURE CUSTOMERFACING TEAMS
REMAIN ALIGNED
WITH THE PATIENT
JOURNEY: CO- CREATE
WITH phro(tion